

***Value Chain Analysis of “Sang Raja” Banana Chips at CV Rumah Organik in
Sumbersari District, Jember Regency***

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ABSTARCT

Indonesia, as a country that focuses on agriculture, has a number of commodities that can be developed, one of which is bananas. Bananas have the potential to be processed into various products with higher economic value, such as banana chips, which contribute to increasing added value and income for industry players. One agro-industrial company that processes bananas into chips is CV Rumah Organik with a product called "Sang Raja" located in Jember Regency. The objectives of this study include value chain analysis, calculation of added value, and development of strategies to improve business efficiency and competitiveness. The research method applied is descriptive quantitative with a purposive sampling technique. The analysis was carried out using Michael E. Porter's value chain approach and calculation of added value based on the Hayami method. The research findings indicate that primary activities include raw material procurement, production, distribution, marketing, and after-sales services, while supporting the activities encompass the management of company infrastructure, human resources administration, technology innovation, and procurement processes. The added value achieved is included in the high category, namely for the sweet variant of IDR 17,490/kg with a ratio of 52.68%, the salty variant of IDR 18,490/kg with a ratio of 52.68%. 140/kg with a ratio of 54.64%, and the chocolate variant at Rp32,535/kg with a ratio of 65.33%. Strategies that can be implemented include cost leadership through production efficiency, differentiation through packaging improvements, and focus through consistent optimization of digital promotions.

Keywords: value chain, value added, banana chips